

Bias Hunter: Case-Based Analysis of Cognitive Errors



Learning Goal

- 1
- 2
- 3

Objective:

Independently analyze real or simulated scenarios

Identify the cognitive processes behind judgment errors

Understand how biases emerge from mechanisms like:

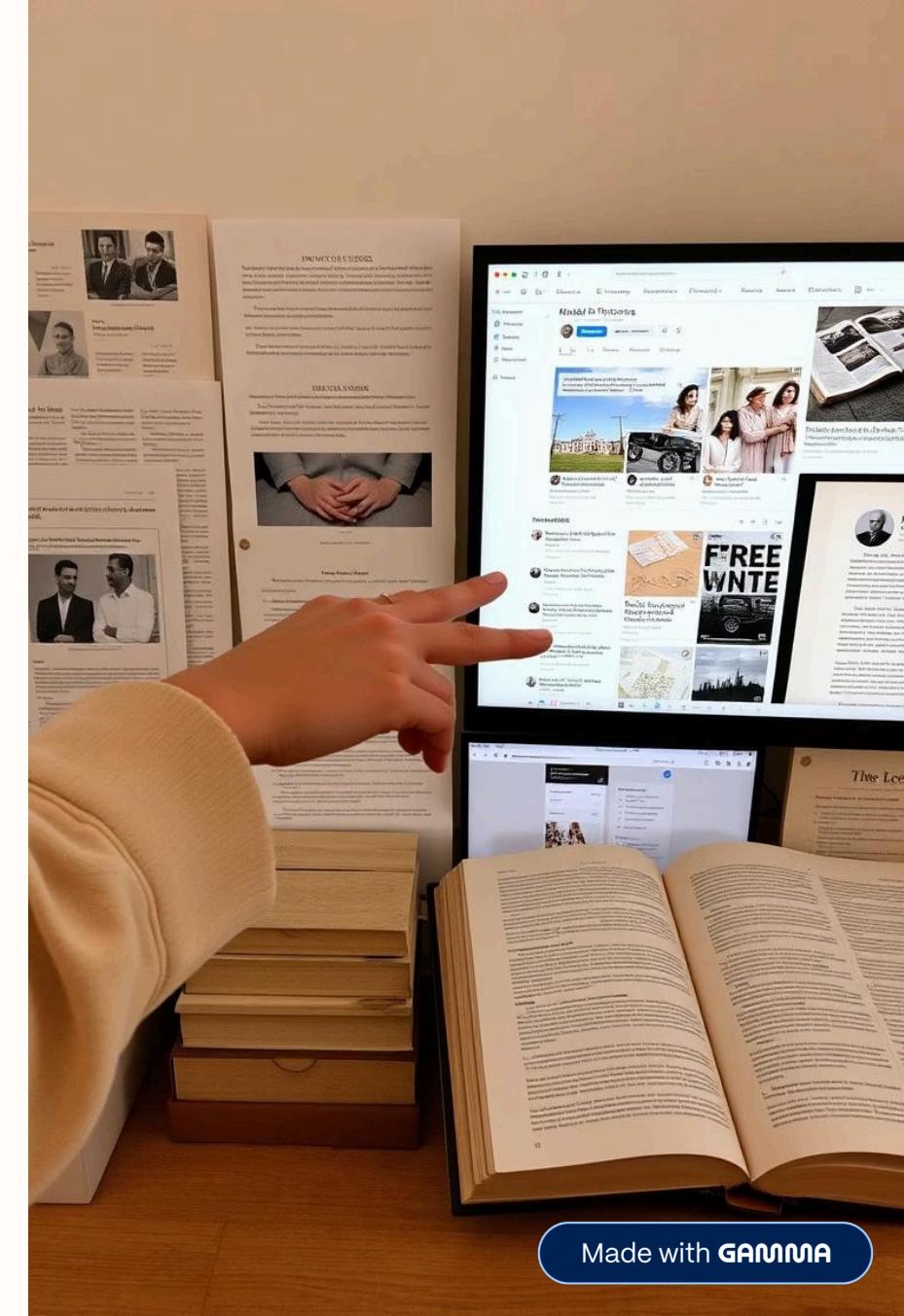
- Selective attention
- Memory limitations
- Perceptual shortcuts

Introduction to the Task

Choose a real-life or media case with a clear error in judgment

Possible sources:

- News articles
- Social media posts
- Public decisions
- Historical events
- Advertisements



Examples of Cases to Analyze

- A failed business decision
- Viral misinformation shared online
- Flawed economic prediction
- Cognitive error in a court ruling
- Biased advertisement campaigns

Step 1 - Bias Identification

What cognitive bias is likely involved?

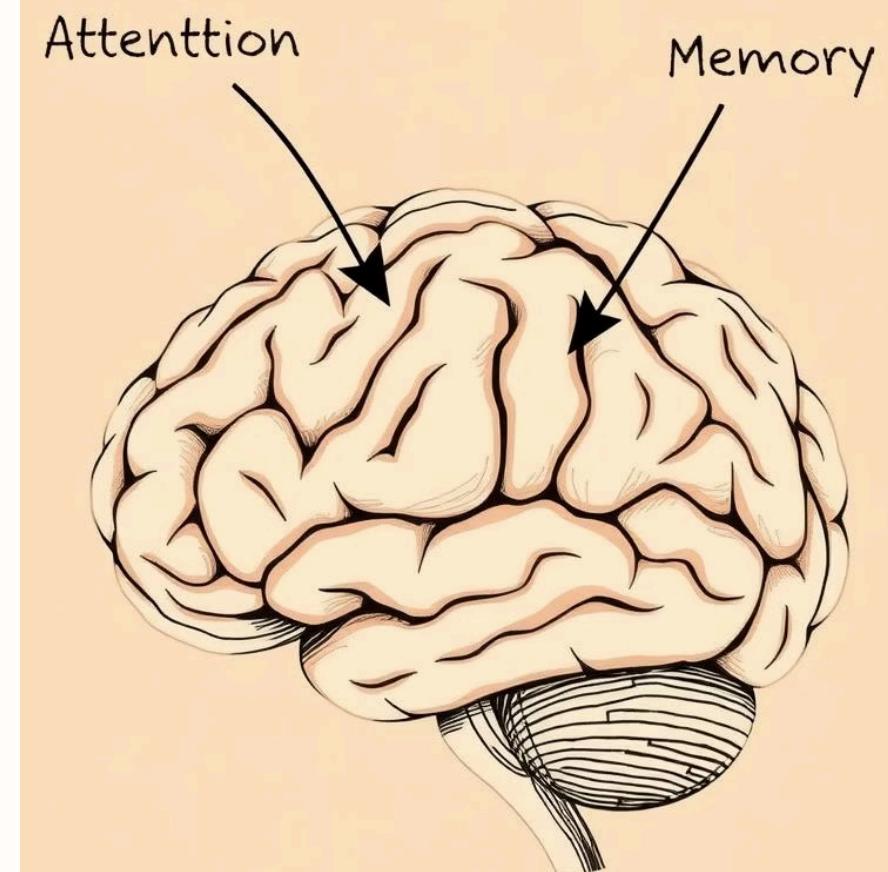
Common examples:

- Confirmation bias
- Anchoring effect
- Availability heuristic



Step 2 - Cognitive Mechanism Analysis

- 1 Which mental processes played a role?
- 2 Attention
(e.g., focus on limited cues)
- 3 Memory
(e.g., retrieval errors)
- 4 Perception
(e.g., distorted interpretation)



COGNITIVE PROCESS

Step 3 - Connection to Bias Formation

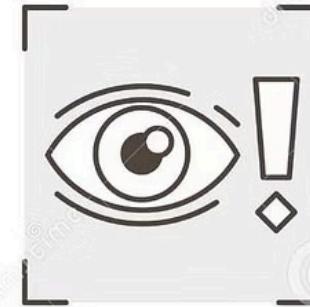
How did the identified processes lead to the systematic error?

Use clear, logical explanation:

- Cause-and-effect flow
- Highlight mental shortcuts or overloads



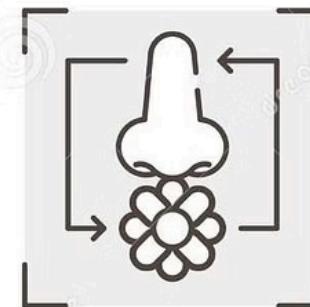
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Attention

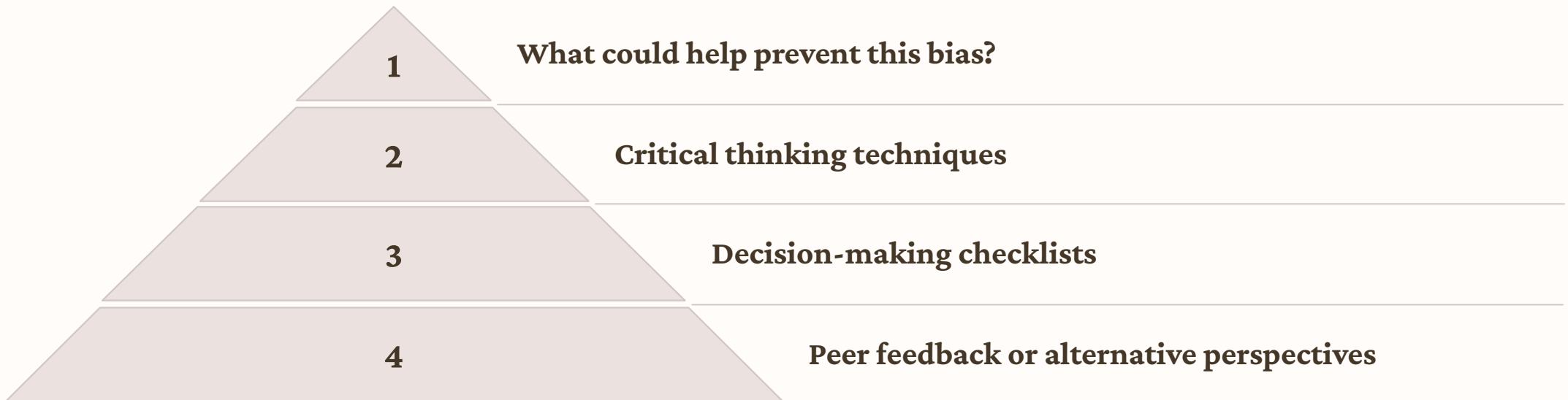


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Sensation
and Perception

Step 4 - Reflection and Mitigation



Final Output Options



Submit your work as:

A brief analysis sheet (max 1 page)

- Title, case description, bias, mechanisms, solution



OR a short video/audio presentation (max 3 minutes)

- Presenting your findings clearly and concisely